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U. S. Department of Agriculture
December 18, 1943

REPORTS ON STATE-BY-STATE FFFF ACTIVITIES

This is a digest of reports received from the various agencies cooperating in the campaign. No attempt has been made to evaluate, interpret, or otherwise alter contents of the reports. Please remember that they are not complete, and that whatever reports on activities do come in here, lag behind community activity. The agency reporting is indicated in () following the report.

The only sources for this digest are reports which have come to Washington from FDA, OCD, OPA, Nutrition Committees, and Extension Services. These reports show mainly state activities—or what was sent from one level to the next of a government agency. Agencies cooperating in the FFFF program need to know more about community activities, what food messages are really reaching the public—where, when and how. Success of the program can be measured only at the actual audience level. So... it will be greatly appreciated if field agencies will send to their Washington office specific reports on what cities, towns and counties are doing—telling how the food story is reaching the public, both rural and urban. Incidentally, how about newspaper clippings?

NORTHEAST REGION

CONNECTICUT

Extension Service is issuing a leaflet on food production and food use and is preparing press material. The mobilization Guide has been sent to all counties. (Ext.)

The State Nutrition Committee and local nutrition committees are planning the campaign on a long-term basis. (Nutr. Com.)

After a state-wide survey of food supplies, the Connecticut War Council provided "food timetables," giving forewarnings of any impending shortages. "Share the Milk," one of several bulletins promoting the program, issued by State Nutrition Committee. This outlines voluntary plan for sharing milk. (OCD)

DELAWARE

(No report except on orders for materials as shown in Dec. 11 calendar.)

JAN 25 1944

MAINE

The State Extension Service is preparing and distributing supplemental material and press material on the FFFF campaign. (Ext.)

Extension Service, Bureau of Health, and the Citizens Service Corps are activating the campaign, and the Maine Nutrition Committee has worked out a program on FFFF. Goal is to reach 10,000 homemakers with basic food facts in six months, Nov.-April; food committees organized at the local level. Radio stations are cooperating, newspaper publicity is planned, and window displays are being encouraged. State Department of Health and Welfare with the Citizens Service Corps' funds is preparing 10 window posters with removable cards which will be available for cities and towns throughout the State. Home Economics Department of the State Dept. of Education is asking cooperation of all its teachers. Women's clubs, church organizations, and other organized groups are being approached for their cooperation. (OCD)

MARYLAND

State committee has named four sub-committees on production, preservation, "share and play square," and waste prevention. Also authorized formation of county food committees, but leaving the method of carrying on the campaign to the decision of each county committee. All agencies represented on committees at both state and county level. Extension Service issuing supplemental material and press material, distributing Mobilization Guide to counties, and planning face-to-face contacts. (Ext.)

In Baltimore a FFFF committee is active. One feature of campaign is an exhibit at the War Service Center, which includes a shadow box movie which presents a continuous series of pictures and charts. Speakers Bureau of Baltimore Mobilization Committee has signed up group of speakers for 3-minute presentation of FFFF at clubs, theatres, etc. (OCD)

MASSACHUSETTS

The chairman of the State Nutrition Committee is heading up the campaign in Massachusetts. Letter to all war services regional heads and local chairman from Committee on Public Safety advising them of program. (OCD)

Mobilization Guide has been sent to local committees. Window displays have been prepared which will be sent around through the state. (OCD)

State organizational meeting was held November 15, called by the chairman of Civilian Defense. (OPA)

NEW HAMPSHIRE

Extension Service is preparing press material on FFFF. Radio script used Nov. 24 was devoted to FFFF. Mobilization Guide sent to counties. Campaign being handled locally through county nutrition committees. (Ext.)

State Nutrition Committee spearheading campaign. Planned 3-point food education campaign at Nov. 1 meeting. Public being urged to fight food waste, substitute plentiful for scarce foods, and serve the right foods for strength and health. (OCD)

NEW JERSEY

The Extension Service is issuing press materials prepared by home economics editor. (Ext)

Deputy Director has marshalled Defense Corps and Civilian War Services in state-wide educational campaign. (OCD)

NEW YORK

The New York Times book editor agreed to emphasize food books in the book section of the Sunday paper. "N.Y. State Education" endorsed "It's Up To You." On Nov. 9, a representative of FDA and a representative of the New York Department of Markets presented a radio dialogue, "The Philadelphia Story," -- a story of the Philadelphia food bank. (FDA)

An exhibit of dehydrated foods opened FFFF campaign in New York City. Food contests on war food menus were a daily feature of the Women's International Exposition of Arts and Industry. (OCD)

PENNSYLVANIA

The State Nutrition Committee sent a complete set of material to county chairmen and to 300 selected leaders of other groups. (Nutr. Com.)

RHODE ISLAND

Chairman of the Civilian War Services Nutrition Council is charged with the responsibility for promoting the program, local responsibility resting on local Nutrition Committees. Civilian War Services Branch wrote to 2,300 organizations and institutions, including labor unions, hospitals, women's clubs, etc., asking them either to arrange a meeting or include in the program of meetings already arranged speakers, movies or exhibits on FFFF. Three radio programs have been given. (OCD)

VERMONT

State Nutrition Committee sent out a file of material being used in the campaign including (1) the Governor's message urging cooperation of all the people; (2) release issued by Vermont Safety Council to all papers explaining the program; and (3) copies of weekly newspaper publicity prepared by the State Nutrition Committee. (Nutr. Com.)

Vermont Council of Safety is sponsoring FFFF in cooperation with Nutrition Committee, Extension, FDA, OPA, War Boards and State Consumer Interest Committees. Local Community War Services chairmen have been asked to mobilize the communities. Mobilization Guide has been distributed to each local chairman, who has been asked to (1) call a local meeting of government agencies and organization representatives and teachers, (2) to designate a director for the campaign, and (3) use of the Block Plan in 50 communities where it is organized. (OCD)

WEST VIRGINIA

State director of Civilian Defense is heading up campaign. In Charleston, the local committee is placing the Basic Seven chart in all schools. One teacher is helping students decorate a grocer's store windows on FFFF. Oct. 25 issue of "Mountaineer Defense" devoted page to FFFF. (OCD)

REGIONAL REPORTS

Common Council for American Unity called a meeting of foreign language newspaper representatives in the New York area, Nov. 16, and sponsored a meeting on "Food and the Foreign Born." The FDA reports that it has had difficulty in meeting requests for the Mobilization Guide and Information Handbook. Agreed with nutrition people to push FFFF material. (FDA)

At a regional meeting it was agreed that Nutrition Committees would call planning meeting on the state level. (OCD)

MIDWEST REGION

ILLINOIS

Cooperating with OCD and OPA, the FDA furnished Citizens' Food Information Committee of Cook Co. with FFFF material for its use in the campaign. A FFFF meeting was held at Worth, Ill., Nov. 19. (FDA)

Campaign will be directed by Food Director of the Illinois War Council, working with FPC Food Preservation Committee, which will be expanded to include OPA representative. The Consumer Information Service of the Defense Committee supplied printed material to all consumer information chairmen, then to block wardens to serve as a guide for house-to-house contacts in Chicago on conservation, war food needs, etc. In the Chicago metropolitan area, the Nov. 19 issue of Civilian Defense Alert carried lead story and cartoon on FFFF, outlined house-to-house canvass. Conducted homemakers workshop Dec. 2. (OCD)

Governor appointed a director of food activities on the Illinois War Council, who outlined objective and plan for the campaign. In the Springfield OPA district, a letter was sent by the director to the local rationing boards promoting FFFF. The Homemakers' Institute used the FFFF slogan and symbol on the ration calendar in November. (OPA)

INDIANA

State Nutrition Committee to direct campaign. (OPA)
Special bulletin sent to all nutrition chairmen. (Nutr. Com.)

IOWA

State Nutrition Committee has assumed responsibility for the Nutrition programs, the Extension Service for the food production and preservation program in all rural and farm areas, and the State Defense Committee for all cities having a population of 2,500 or more. Letters sent Oct. 15 and Oct. 19 by State Defense Office to local defense chairmen and executives of service corps outlining procedure for setting up local committees and stressing importance of FFFF, leaving decision on local participation to individual counties. (OCD)

In Des Moines, 3,800 school children distributed FFFF material to 50,000 homes and secured signatures of those accepting the material. Des Moines Register and Tribune on Sunday, Nov. 7, carried full page rotogravure in color on FFFF. Over 250 large posters for retailers distributed in Des Moines; many large window displays in the leading department stores. The Retailers War Activities Committee sent a letter to all members stressing FFFF. The Mason City Globe Gazette carried a full page black and white display ad sponsored by local businessmen. (FDA)

In Des Moines, a promotional committee composed of big names in WHO radio station, Chamber of Commerce, newspapers, labor groups, churches, OPA, FDA, etc., was set up. Women volunteers staffed a pamphlet booth on the main floor of a downtown department store in Des Moines. (OCD)

MICHIGAN

The State Nutrition Chairman is to direct campaign. Six state-wide radio programs set up and good newspaper publicity. Contacted 50 state organizations—professional, social, religious, labor, and educational. (Nutr. Com.)

Michigan Food Committee organized Oct. 14 by FDA, OPA and OCD, to carry on FFFF campaign. Nutrition chairman, State Consumers Committee and food Industries committees (retailers, wholesalers, processors, grocers and all groups associated with food industries) are included. State Department of Education to carry FFFF info. in school bulletin. (OCD)

Cooperating with the Nutrition Committee on the FFFF, Consumer Interest Committee sent a bulletin Nov. 29 to local groups, transmitting copies of informational material, and wrote Nov. 30 repeating request for full cooperation on FFFF. In Wayne County, the Council of Defense enlisted every kitchen in the county. Demonstrations tied in with educational campaigns in counties and towns. Training guide for neighborhood leaders sent to all municipal and county chairmen Nov. 16 outlining house-to-house canvass. (OCD)

Detroit committee headed by OPA representative. (OPA)

MINNESOTA

Governor proclaimed November as FFFF month. "Victory Aides" working on FFFF. Hot lunches for school children. Letter from State OCD to local nutrition chairmen, outlining job to be done and recommending local publicity and meetings.

Minnesota Defense Council Bulletin, Nov. 15, emphasized FFFF. (OCD)

MISSOURI

State Council of Defense sponsored a FFFF exhibit at the State Teachers Convention Nov. 4 and 5; it was also shown at Jefferson City Nov. 9 and at a Consumer Interest meeting in Kansas City, Nov. 18. Nutrition chairman called a meeting of field representatives of the Home Extension Service at Columbia on Oct. 24, at which representatives of the OPA, State Health Department, OCD, and other participating agencies were present. Meeting of the State Nutrition Committee held Nov. 12-13. (OCD)

Kansas City committees organized Nov. 18 and waiting for material. (OCD)

NEBRASKA

Extension Service is preparing supplemental and press material and has distributed the Mobilization Guide to the counties. (EXT.)

Nebraska reported results of Victory Gardens to all local councils as part of FFFF. (OCD)

NORTH DAKOTA

A joint letter from OCD, Nutrition Committee, OPA, and FDA to counties, listing projects, aims, etc. State Defense Council, Nov. 24, to local councils, telling details of Nov. 2 meeting of State Nutrition Committee, which will spearhead campaign in cooperation with OCD, OPA, FDA and Ext, outlining program emphasis and offering speakers for local meetings, and transmitting detailed summary of meeting. (OCD)

Letter from the State OPA director to the Moorehead District (Fargo) on FFFF, stressing FFFF as a specific job for OPA. (OPA)

OHIO

Extension Service is preparing press material, is conducting face-to-face contacts, and neighborhood leaders are active. (EXT)

Nutrition committees spearheading campaign, working closely with Councils of Defense and Community Service Members of War Price and Rationing Boards. (Nutr. Com.)

Block leaders in 87 sectors of Toledo are taking the FFFF program to housewives. Marion County Defense Council sponsored "Clean Your Plate Campaign" in Nov. State Department of Education to carry FFFF info. in school bulletin. (OCD)

Lima and Toledo committees are active (OPA), conducting vigorous programs. (OCD)

Cincinnati using window displays to feature FFFF literature. (OofI)

SOUTH DAKOTA

Extension Service is preparing supplemental material on FFFF and plans face-to-face contacts. (EXT.)

WISCONSIN

Joint letter sent Oct. 20 from State OPA, Nutrition, and OCD to county chairmen and members, outlining program and urging they act to get program under-way. (OPA)

REGIONAL REPORTS

The regional FDA office furnished material and partial scripts to WLS for four radio dramatizations, "Food for Humanity." OCD and OPA wrote all persons concerned and held meetings to stimulate activity. (FDA)

The Regional OPA Information Executive wrote to all District Information Executives, telling them the need for action in all districts to move out FFFF material. Planning and activity on FFFF in all 7 OPA States in this region. Memos. and materials to all local Community Service Members and District Information Executives. Sent out discussion guide, "Sharing Our Food." Inserts and reminders to all Community Service Members in Board News Letters Oct. 4, 11, and Nov. 8 and 15. Memos from state to local OPA groups. Governors issued statements. (OPA)

SOUTHERN REGION

ALABAMA

No reports received except those on orders as in last week's Calendar.

FLORIDA

Nutrition Division of the local Defense Council took the lead in calling together the Food Fights for Freedom Committee in Jacksonville. Have worked out plans and securing newspaper publicity, radio interviews and spot announcements, cooperation of the libraries for use of posters and distribution of bookmarks; merchants cooperating in window displays and newspaper ads. Have established a nutrition conservation information center. Home economics teachers are distributing quiz sheets, and a leaflet prepared by the State Health Department. (Report by Nutrition Division of Defense Council to FDA, to USDA.)

Nutrition Committee of Hillsborough County is sending speakers to local ship yards to give six illustrated talks on preparation of nutritious lunches for worker. On Oct. 26 a letter (Info. Bulletin #310) sent to county and community Civilian Defense committee members outlining procedure, etc., and transmitting materials; asking local committee to name campaign director. (OCD)

GEORGIA

Extension Service sent letters to all county agents and home demonstration agents. (EXT.)

KENTUCKY:

In Louisville, the local committee met Nov. 16, and on Nov. 23 held a county-wide meeting of school and organization leaders covering all phases of the food program by participating agencies. On Nov. 18 discussion by the local committee members at Lexington on FFFF. (OCD)

State Department of Education is carrying FFFF material in school bulletin. (OCD) Louisville com. active (OPA); conducting virorous program. (OCD).

State nutrition chairman heading State campaign. (OPA)

MISSISSIPPI

Extension working with WFA and other agricultural agencies. State training meeting was held Dec. 1 and 2, and district teams covered the state Dec. 6 to 10. After that county leaders were to take the FFFF program to the neighborhoods. Ext. prepared supplemental and press material. (EXT.)

NORTH CAROLINA

Extension prepared a breakdown of state production goals to county goals. Teams trained to go to all counties during the week of Nov. 15; teams included representatives of all participating agencies. "North Carolina Fights with Extra Food" was prepared by War Board members for distribution to all workers. (EXT.)

NORTH CAROLINA (Continued)

General meeting on Nov. 8 of OCD, OPA, FDA, War Board. Teams selected and assigned to visit specific counties to establish Food Information Committees and explain procedures for further carrying on the FFFF program.

Nutrition chairman met with all county and city health officers and explained the program, asking for their participation. Letters have been sent to all city and county health officers and chairmen of nutrition committees asking them to assume all possible responsibility in the campaign. Materials selected and allocated by committee representing OCD, FDA, Extension, Department of Education, and Nutrition Committee, were sent to county home agents for use by Food Information Committees in both rural and urban areas.* (Nutr. Com.)

Series of county meetings from Nov. 15-19 covered by ten teams, each team assigned to ten counties, and each member of the team assigned to cover certain phases of the program and all charged with the responsibility of seeing that in each county a good working organization was set up, with specific instructions as to holding community meetings and reaching individual family. Word was sent out to 3,000 chairmen of nutrition committees, to 5,000 chairmen of local Consumer Committees and to 5,600 Community Service members of War Price and Rationing Boards. The call to service went also to more than 7,000 Farm Security Administration County Supervisors and 6,922 County Agents, who, in cooperation with those previously named got in touch with a million local volunteer leaders (excluding neighborhood leaders) from the Extension Service. (FDA)

SOUTH CAROLINA

(No report except on orders for materials as shown in Dec. 11 Calendar.)

TENNESSEE

During Dec., Jan., Feb. and March, the Extension Service expects to contact every farm family in Tennessee through Victory Committeemen with a distribution of materials on food production, conservation, storage, etc. Tennessee will continue the campaign "not only throughout the year, but for the duration of the war, and if needs be after the war." District meetings of Extension personnel. Extension editor preparing press material. Sending out statements on nutrition value and how-to-grow practices. (EXT.)

VIRGINIA

Ashland County Civilian Defense Council ordered 12,300 pamphlets so that they could reach every one of the 3,800 homes in the county. The county agent called a meeting for Nov. 22 of county workers to distribute the material. (Letter from Ashland County Defense Council to FDA.)

Extension Editor is preparing press material; Extension planning face-to-face contacts in the state. (EXT.)

State Nutrition Committee heartily endorsed the FFFF program, and is requesting special concentration during November and during the spring and summer with production and preservation groups. House-to-house visitation by the Block Leaders and the Neighborhood Leaders during the week of Nov. 29-Dec. 3, with press,

VIRGINIA (Continued)

radio, poster and speaker support during all of Nov. Food Quiz distributed during the house-to-house canvass. Each state agency requested to interpret the program to its workers. At the local level it was recommended that the Nutrition Committee chairman, OPA community service member, superintendent of schools, Victory Garden chairman, and professional nutritionists serve on urban committees, and that in addition to the first three named the rural area groups include chairman of the County Agricultural Board and Professional Workers Conference. Training of leaders and volunteers will be arranged for from local resources. Local defense councils requested to call a meeting of representative people to develop local program. Prepared a suggested 4-minute speech for local speakers. (OCD)

WEST VIRGINIA

Kanawha County letter to Community Service Directors, transmitting (1) information booklet, (2) Mobilization Guide, (3) "You Can Shorten the War with Food," and (4) the Food Quiz. Placing Basic Seven chart in all schools. In Charleston, one teacher is helping students decorate one grocer's store windows on FFFF. Oct. 25 issue of "Mountaineer Defense" devoted one page to FFFF. The State Department of Education is carrying FFFF in the school bulletin. (OCD).

Director of the State Defense Council is heading up the FFFF work in West Virginia. (OPA)

REGIONAL REPORTS

Two million copies of material to more than one-fourth the counties in the region. The distribution of materials has passed its peak. The Atlanta office proposed local round-up. Four meetings have been held on preparation of four Food Order handbooks; retailers meeting; material sent to New South Baker and to the southern editor of Food Industries. (FDA)

SOUTHWEST REGION

ARKANSAS

Letter Sept. 21 from the subcommittee of the State Committee Nutrition and Consumer Interest to local chairmen, outlining the FFFF program and suggesting local activities. Suggests that county committee study the plan, emphasize one of the following -- produce, conserve, share, play square -- each week during November. To get all groups, schools, churches, PTA, vocational agriculture, etc., to co-operate, and to make use of radio, newspapers, exhibits in stores, etc. (OCD)

Memo. on Nov. 1 to Consumer Interest and Nutrition Committee chairmen, transmitting letters: (1) Oct. 27 to State Defense Council to county chairmen of Defense Councils urging full cooperation and full utilization of local groups and media; (2) Oct. 26 letter state nutrition chairman to county chairmen, setting forth procedure for ordering materials; (3) Oct. 22, OPA to Community Service Members, transmitting materials; and (4) Sept. 21 letter outlined above. (OCD)

COLORADO

State nutrition committee taking lead. Governor proclaimed November as FFFF month. Denver and Otero Counties under way on local organization (Nov. 11). Denver Food Committee organized Nov. 9. Meetings held in every part of the city and for every kind of organization, including schools, churches, women's clubs, PTA, trade and labor assemblies and auxiliaries, Boy Scout mothers, and Camp Fire guardians. Campaign outline for speakers shows meeting for some club nearly every day of the month provided with FFFF speakers. (OPA)

KANSAS

Extensive use is being made of neighborhood leaders. The Extension Editor is preparing press material and reports good press and radio cooperation. Extension is cooperating with War Boards to explain production goals. (EXT.)

Kansas Junior Chamber of Commerce is interested in all-out food campaign, sent letter to all local club presidents urging clean plate clubs, etc. Also making posters, etc. (Letter from Jr. C. of C. to Washington OPA)

LOUISIANA

Material to press; series of editorials for state press on farming in relation to national defense. (EXT.)

Oct. 22 a letter sent by State Civilian Defense Council to all local defense councils, asking them to call local groups together before Oct. 31 to initiate FFFF program. (OCD)

Letter State OPA information executive, State Nutrition Chairman, and War Services Director to local Community Service Members, Parish Nutrition chairmen, and local directors of Service Corps and Consumer Committee chairmen, saying that if local OCD has not acted by Oct. 31, the Parish Nutrition Chairman is responsible for initiating the program. Letter outlines the FFFF program. (OCD)

NEW MEXICO

Extension sent circular letter to County Nutrition Chairmen on Oct. 23, outlining FFFF program and asking county committees to take initiative locally. State Nutrition Committee met Oct. 20. One New Mexico Farm and Home Hour carried FFFF program, Nov. 19. (EXT.)

New Mexico sent out sheet of suggestions to counties for carrying on the program. In letters to County Nutrition Chairmen, the State Chairman listed the names of local representatives of other agencies, and urged adaptation of Federal and State material to local needs. (Nutr. Com.)

OKLAHOMA

Bulletin sent on Oct. 25 to the County War Councils asking them to assist in the FFFF program. This bulletin states that all materials necessary for chairmen and Block Organizations to make a house-to-house canvass had been mailed to proper officials of County War Councils. (OCD)

TEXAS

Letter from Governor, Oct. 29, as chairman of State Defense Council to mayors and judges, asks them to set up plans for FFFF. Enclosed copy of Governor's proclamation, dated Oct. 26, designating November as FFFF month. (OCD)

"It's Up to You," dramatization of wartime food problems, was presented for the Texas State Nutrition Committee under auspices of the Consumer Service Division of the Austin Defense Council and the Future Homemakers, Nov. 4. (OCD)

Several farm women advertised and sold their surplus vegetables to "save and share." (OCD)

Extension Service is promoting "clean kitchens" to eliminate kitchen insects. (OCD)

Nutrition Committee endorses FFFF campaign, and recommended farmers markets as a preventive measure against tremendous food losses. (OCD)

Corpus Christi, Tex., Times-Caller ran full-page ad on food quiz, sponsored by local merchants. Carried other ads and stories. (FDA)

REGIONAL REPORTS

Regional FDA office furnished Tracey-Locke-Dawson with mats and prints for nutrition and FFFF lay-outs for large food accounts. Distribution of materials to be completed by Dec. 10. (FDA)

"OPA NEWS" (Region 5) pushes FFFF program. In regular weekly broadcast, used FFFF script on Nov. 9 program. (OPA)

WESTERN REGION

ARIZONA

State Department of Vocational Agriculture issued list of plays, including FFFF and food plays. (State Dept. of Voc. Ag., to OPA, to USDA)

Circular letter Oct. 21 from State Chairman of the Nutrition Council to Chairman of County Nutrition Committees and members of Arizona Nutrition Council, outlining FFFF program, dividing it into two parts: (1) Information program by national advertisers, magazines, newspapers, and radio; and (2) organization of Citizens Food Information Committee to carry out the program. Letter also lists suggestions for activities. (OPA)

Bulletin for Arizona Homemaking Teachers, outlining FFFF and ways homemaking teachers can help. (OPA)

State Nutrition Committee assuming leadership in agreement with the State Defense Council. (OCD)

CALIFORNIA

Regional FDA office prepared window display for one of San Francisco's largest department stores. Also serviced Oakland YWCA with exhibit and posters. (FDA.)

The Food and Nutrition Committee has been made an integral part of the California War Council. The Acting Director of Civilian War Services met with the regional representatives of OPA, FDA, and OCD and all agreed that the State War Council will assume full responsibility for the campaign, with the District OPA's urging local boards to cooperate with the local food committees. War Council re-producing the Mobilization Guide and distributing to local defense councils. (OCD)

Berkeley Defense Council set dates Nov. 15-25 for campaign impetus. (OCD)

Alameda County set up information and demonstration booths in stores, scheduled radio and club talks, newspaper features, posters, and sponsored school essay contests. (OCD)

IDAHO

The State Nutrition Committee is directing the campaign. Expect it to be in full swing in late November or early December. State committee sent strong letter on Sept. 22 to county chairmen outlining "The Plan," and pointed out important job facing the committees. Fact Sheet sent later. (Nutr. Com.)

Mobilization Guide, Information Program, and October Group Services Bulletin on the FFFF, sent Community Service Members. County nutrition committees asked to take leadership. Campaign just getting under way in mid-November. Insignia being used in commercial advertising in Idaho papers and ads in weekly magazines. (OPA)

MONTANA

Meeting held Nov. 10 with representatives of Extension, State Department of Public Instruction, State Home Economics, FDA, OCD, and Nutrition Chairman, who is to head campaign in Montana. Decided that the program will consist of an educational campaign through the fall and winter months, to be followed by a Victory Garden campaign in the spring. Reports were made on food goals and the conservation phase of the campaign. Campaign should be an over-all continuing educational effort, and effort coordinated on the State and local level. State Department of Public Instruction sent 12 sets of films to be used in FFFF. OCD head to transmit all details of the program and information on the general pattern to be followed to his county leaders. (OPA)

NEVADA

Defense Newsletter for Nevada, Oct. 25, carried FFFF information. "We know from past experience that we can depend upon Nevada doing a good job." (OCD)

OREGON

State Nutrition Committee heading campaign. Sent a strong letter to county committees urging their cooperation in the program. Committee has developed food quizzes and sent them to county committees. Leadership placed in hands of State Nutrition Chairman at a meeting of state organizations concerned with the FFFF campaign. 2,500 letters sent to civic clubs, grocers, PTA's, and county nutrition chairmen listing scheduled showings of "The Modest Miracle." (Nutr. Com.)

A state meeting was held in mid-October, and all the State and Federal agencies concerned were represented. It was agreed that the State Nutrition Committee of the State Council would spearhead the campaign through local nutrition

OREGON (Continued)

committees, with the Defense Council and the OPA cooperating through local defense councils and War Price and Rationing Boards. (OCD)

UTAH

The State Committee on which representatives of all agencies serve is conducting a state-wide informational campaign. The Extension Editor will give specific information to rural people through country papers before neighborhood leaders start their work. Mobilization Guide has reached county offices. Extension Service is preparing supplemental material. (EXT.)

In Utah, the OPA is taking the lead with the Nutrition Committee and the State Defense Council cooperating to stimulate the formation of local food committees. (OCD)

Representatives of the principal federal agricultural agencies as well as the OPA and various state organizations met and formed themselves as the State FFFF Committee. It was decided to carry program through existing channels already established in various agencies. OPA representative named chairman of the Committee. State Committee has distributed 14,000 copies of the food quiz and 500 copies of other material. Campaign expected to reach its peak the latter part of November. (OPA)

Letter to counties enclosed suggestion that mayors proclaim November as FFFF month, enclosed suggested form for the proclamation. (EXT.)

Clippings from Utah papers indicate widespread response to campaign. (OPA)

WASHINGTON

State-wide meeting held in mid-October with representatives of the OPA, FDA, State Defense Council, and the State Nutrition Committee. Agreed that each state agency would urge its local groups to assume leadership in forming a joint food committee. (OCD)

Letter from State Defense Council on Oct. 26 to all local defense coordinators and chairmen of nutrition committees, outlined campaign and specified that it was scheduled to begin on Nov. 12. Defense Council to arrange meeting of the three groups locally (Defense, OPA, and Nutrition), or to designate an already existing committee as the local food committee. Transmitted Mobilization Guide. (OCD)

"For Your Information," a weekly bulletin from the State Defense Council, featured the FFFF program in the Nov. 9 issue. WSDC featured FFFF on Nov. 13 and Nov. 20. (OCD)

WYOMING

State Nutrition Committee to supervise FFFF campaign. Extension agents will carry program to all communities in rural districts. Neighborhood leaders are active in some counties. Face-to-face contacts are planned in some counties. Extension editor is preparing press material. Mobilization Guides have reached the counties. In one town, Rock Springs, house-to-house canvass brought 6,000 homemakers to sign Home Front Pledge. Full-page displays in many newspapers, sponsored by local merchants. Mayors are issuing special proclamations. County nutrition

WYOMING (Continued)

committees are beginning to sponsor program through the schools. All organized women's clubs, PTA's, etc. are taking part. (EXT.)

Schools are cooperating by letting the committees sponsor assemblies. Movie on food are shown, skits presented by home economics classes, special programs by PTA's, and exhibits and posters are being displayed; lunch rooms are used for surveys on food waste; newspaper editors are giving a special "Campaign" column to the nutrition committees for this month; and local radio broadcasting stations are giving time for skits and general information programs. (FDA)

REGIONAL REPORTS

"Visiting Nurse of the Air," a Pacific Coast program, carried a series of programs on Food Fights for Freedom in November. (FDA)

Local dailies carrying quite a few large FFFF advertising spreads. (FDA)

State Defense Councils requested sufficient copies of the Mobilization Guide for each of their local defense councils. (OCD)

An excellent job of radio adaptation of the script for "It's Up to You," was done by the radio class of the Samuel Gompers Trade School in San Francisco, and copies sent to all nine State FFFF campaign chairmen. Promoting play among trade groups. (FDA)